GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5193
ANSWERED ON:05.04.2017
DD Kisan
Boianapalli Shri Vinod Kumar;Ram Shri Vishnu Dayal

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of funds allocated/utilized for the promotion of DD Kisan Channel during the period 2016-17 and 2017-18 and the major assets created there under;
(b) whether the channel has introduced daily Kisan News bulletins and if so, the details thereof;
(c) whether the Government has conducted any survey to assess the utility of programmes broadcasted on Kisan Channel keeping in view different demands of the regional farmers;
(d) if so, the monthly viewership details of DD Kisan channel; rural, urban and all India viewership wise, during the period 2015 to 2017;
(e) whether the Government plans to expand the outreach of kisan channel to cover Southern and North-Eastern States and if so, the details thereof; and
(f) whether the Government plans to conduct outcome analysis on the grassroots impact of the Kisan Channel and if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {Col RAJYAVARDHAN RATHORE (Retd.)}

(a) The total funds released by the Ministry to Prasar Bharati for Kisan Channel from 2014-15 to 2016-17 is Rs. 122.25 crores. The total fund allocated for 2017-18 is 80.00 crores.
(b) The Kisan Channel has introduced two daily News Bulletins at 01:30 PM and at 07:00 PM.
(c) The channel continuously receives feedback from its viewers. There is a daily one hour LIVE interactive programme "Hello Kisan". The farmers can call on the toll free line to ask questions to experts or give their opinion. The channel takes their reactions for improvising the content. A number of field based shows and programmes are also planned. There is a direct communication at grass roots level with the channels' representatives. The social media links such as web, facebook and twitter are also prominently displayed on the channel, so that viewers can give their suggestions. Feedback/suggestions, as available, are regularly analyzed for improving the programmes and content on the Kisan Channel.
(d) The viewership data from BARC (Broadcast Audience Research Council) is enclosed at Annexure.
(e) DD Kisan channel is available throughout the country. As a new initiative, a daily programme titled "Uttar Purvi Rajyon Se" has been scheduled which contains programmes from North Eastern states in their respective languages.
(f) As mentioned in part (c) above.
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